



Shaping Visions: Official Celebration of the 65th Anniversary of Bilateral Relations between Switzerland and the People's Republic of China

Switzerland is one of the first Western countries to recognize the People's Republic of China in January 1950. On September 14, 1950, Switzerland's first diplomatic representation opened in Beijing, marking the final step in the establishment of official bilateral relations between the two countries. On September 14, 2015, the Swiss Embassy in China transforms into a multi-faceted platform and marvels its guests with a glamorous show and meaningful dialogue of Swiss and Chinese fashion, design and culture.

The official celebration of the anniversary, titled *Shaping Visions: the Official Celebration of the 65th Anniversary of Bilateral Relations between Switzerland and the People's Republic of China*, is characterized by an unprecedented fashion show brought by talented and young Swiss and Chinese fashion designers and labels including Julian Zigerli, enSoie, Cui Yingzi and CH'IN. Design pieces from students from Geneva University of Art and Design, China Central Academy of Fine Arts and a jewellery exhibition add charisma to the evening. The creative display of innovative Swiss technical textiles on the embassy's compound offers an insightful look into Switzerland's long history, rich heritage and the latest innovative developments in the textile industry.

The fashion and design happening brought by the Swiss Embassy is in collaboration with Mode Suisse, a platform for emerging designers, Brand New China, a concept store created by Hung Huang, one of China's most influential fashion figures, Geneva University of Art and Design and The Central Academy of Fine Arts. The event is expected to draw attention to the emerging and fast-developing fashion and design industries in both countries.

Leading designers and labels

Julian Zigerli

Born and raised in Switzerland, Julian Zigerli graduated from the University of Arts, Berlin in 2010 before returning to his roots in Zurich to launch his eponymous label. Ever since, he has been enjoying huge success both locally and internationally, receiving multiple fashion awards. Following an invitation by Giorgio Armani, his



brand was officially listed at Milan Men's Fashion Week. Julian has further presented his collection all over the world, from Paris to New York, London, Milan, Berlin and Seoul.

JULIAN ZIGERLI stands for practical, smart and technically first-class pieces. Love, colour, humour and positivity are always involved in his designs. In 2015, he also launched his second line JULIAN ZIGERLI - ALL TIME FAVORITE, a diffusion line with a non-seasonal and unisex approach. His spring-summer 2016 collection "White Rabbit" at the Shaping Visions event plays with

cute and lovely images in contrast with the dark and twisted.

Since November 2014, Julian Zigerli has been guest lecturer for the MA STUDIO FASHION DESIGN in Basel, Switzerland.

Work collaborations with Mercedes Benz in designing a car, Samsung in designing covers, and partnering for a national advertising campaign and a capsule collection for ZIMMERLI of Switzerland are just a few examples to show the success of the brand also in a more commercial market.

Q&A on design and Swiss textiles:

Do you use any Swiss textiles in your collections?

Yes, I use Swiss textiles every season. We also launched a basic line (JULIAN ZIGERLI - ALL TIME FAVORITE) exclusively using Swiss quality jerseys.

Can you mention a few? Ideally, or more specifically, what do you like about them?

One of my classics is the water-repellent cotton fabric by the Stotz company. We use it every season and make great jackets and coats out of it. The quality is so great combining natural fibre with a technical function. This represents Julian Zigerli in a perfect symbiosis.

www.julianzigerli.com

enSoie

Authenticity, sustainability and artistic exploration have always been at the heart of enSoie. Its story began in 1974, when Monique Meier took over esteemed Zurich silk house Brauchbar & Sons, founded in 1894. Monique established enSoie's reputation as a pioneer in textile design.



Anna Meier has joined her mother, leading the design team. The AW14 was her first collection where she introduced fashion-forward basics, such as the logo-print sweatshirts, oversize coats, and one-size pieces. Growing up amongst the colours and fabrics of her mother's store she worked alongside her from an early age on. Starting with colourations for accessories and scarves. Her unique sense for colours and forms, lead to a new design era, a modern approach to enSoie's "histoire".

Meanwhile in 2013, Anna's sisters opened an atelier shop in L.A. It serves as spaces for new creative explorations and partnerships.

Sourire en soie – 'smiling in silk' - remains the label's core value. It essentially translates to: a life without smiling is possible – but pointless.

Q&A on design and Swiss textiles:

Do you use any Swiss textiles in your collections?

"Of course we do. Our collection dessin 'floris' is printed in Mitlödi, Switzerland."

Can you mention a few? Ideally, or more specifically, what do you like about them?

what we like: the high quality, the exact printing, the commitment to our country's textile industry and heritage which we value since 1894.

<https://ensoie.com>

Yingz. C

Yingz. C is a brand for modern women. Designer Cui Yingzi pays special attention to comfort and color to achieve the desirable result. The designer is sophisticated and innocent. She is always the center of attention and understated at the same time, which is self-conflicting. She herself is the best example of the contemporary women she designs for.

www.yingzicui.com

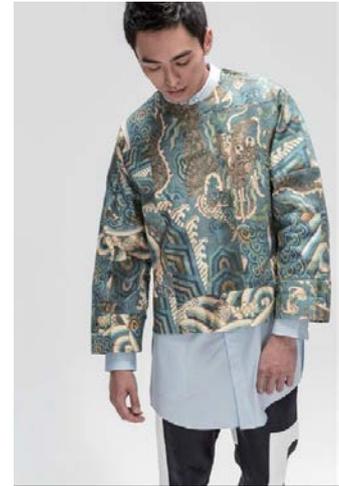


OPEN

CH'IN

CH'IN is the juxtaposition of simplicity and opulence, inspired by the past and living in today. The rich Chinese costume heritage of patterns, techniques, symbols and motifs are blended with contemporary silhouettes to create a truly unique voice that speaks to the refined tastes and demand for quality of the “new dandy.”

www.chincn.com



Show producer

Mode Suisse



Mode Suisse is an industry platform promoting collaboration between fashion designers and schools, the textile industry, retail market, media and other fashion-related industry players. Mode Suisse presents, interconnects and discusses Swiss fashion at shows, in showrooms and panel discussions. The semi-annual events staged in Geneva and Zurich are targeted primarily at an

expert audience, but also at amateur fashion lovers. In addition, Mode Suisse is an adviser to Swiss designers and a door-opener for appearances at international Fashion Weeks and events. Initialized in 2011, the events are organised and curated by industry expert Yannick Aellen (Stella/Swiss Textiles Awards, Louis Vuitton, Alexis Mabile, Heidi Klum/ProSieben) and his team.

www.modesuisse.com

Partners

Brand New China

Brand New China is a concept store which showcases the best of contemporary China lifestyle. It has carefully curated 100+ Chinese designers. Their inspiration comes from both ancient and new China, and their designs (mostly made in China) are a reflection of urban living in modern China. The product range at Brand New China goes way beyond fashion. There are internet-abled bikes; Linen home wear and of course the best of Chinese fashion.

www.brandnewchina.cn

Geneva University of Art and Design

Geneva University of Art and Design (HEAD – Genève) was formed in 2006 from the merger of two art schools, the Ecole supérieure des beaux-arts and the Haute école d'arts appliqués, both over two hundred years old. Urban and international, it welcomes over 700 students from 40 different countries and offers Bachelor's and Master's degree programs in fine arts, cinema, spatial design, visual communication, fashion, jewellery and accessory design.

Engaged in an ongoing dialogue with the art scene and the regional economic fabric, HEAD – Genève is constantly evolving and has already established itself as one of the foremost art and design schools in Europe. Graduates of Master in Arts in Fashion and Accessories Design, Magdalena Brozda, Jenifer Thevenaz, Lucille Clotilde Mosimann, Florie Dupont and Patrick Schatti are chosen to show their works on the runway.

www.hesge.ch/head

China Central Academy of Fine Arts

Central Academy of Fine Arts (CAFA) is China's most prestigious and renowned art academy, and it is an art academy under the direct charge of the Ministry of Education of China. It was ranked one of the top 30 art schools in the world by BusinessWeek in 2009.

The academy offers top international level of education and program, and attracts the best art students in China. The School of Design of CAFA offers degrees in visual communication, digital media, photography, jewelry design, fashion design, product design, and transportation design. There are more than 800 students including PhD, Master, bachelor students and visiting scholars from other universities currently studying at the school of design, 15 percent of which are overseas students.

Three graduates of fashion design—Ma Sitong, Zhao Weiwei and Xie Bing present their works in the showroom.

www.cafa.edu.cn

Jewelry exhibition

The Jewelry Exhibition presented in the garden of the Embassy is a creative dialogue between Swiss and Chinese emerging jewelry designers, all graduated from CAFA and HEAD: Aline Sansonnens, Garance Brandely, together with Liang Xiao, Li Yiping, Zhang Xiaoyu, Wang Zhaoshen, Zhao Xiaomu, Han Xinran and Zhang Fan.